



Shred Fest 2011 Planned for Consumers and Small Businesses

Release Date: November 7, 2011

Contact: Ashley Huibregtse, 608-224-5002

Jim Dick, Communications Director, 608-224-5020

MADISON – Protect your identity and the identity of your clients by disposing of sensitive documents safely. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) welcomes consumers and small businesses to attend the third annual Shred Fest on Saturday, November 12, 2011 from 8:00 a.m. to 1:00 p.m. at the Access Information Management Building located on 3700 Commerce Drive, Middleton.

“Millions of Americans have their identity stolen each year costing them time and money,” said Sandy Chalmers, Division Administrator of Trade and Consumer Protection. “Shredding sensitive documents is the best way to prevent someone else from using your personally identifiable information to open accounts or commit a crime in your name.”

Attendees can bring up to 10 boxes or 200 pounds of sensitive documents to be shredded and recycled for free. Any combination of the following information can provide enough for identify theft to occur: name, address, phone number, email address, Social Security Number, mother’s maiden name, ATM pin, or date of birth.

“Bring your bills, receipts, credit card offers, bank statements, and other sensitive documents to the 2011 Shred Fest,” added Chalmers. “I encourage consumers and small businesses to look through their files and take advantage of this opportunity to dispose of information that could put you and others at risk for identity theft.”

Access Information Management, a company that also offers record storage and data protection, is donating their shredding services for the Shred Fest. New this year is an opportunity at the Shred Fest to give back to the community by bringing a non-perishable food item. Second Harvest Foodbank of Southern Wisconsin will have collection bins on site for those who wish to donate.

For more information on Shred Fest or identity theft, call the Office of Privacy Protection at 1-800-422-7128.

###